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ABSTRACT

This manual outlines the procedures to be used for producing and placing signs within the libraries of the University of California, Riverside and presents examples of signs which conform to the library sign policy. The sign policy itself is described as well as procedures for requesting new or revised signs and for sign removal. Drawings of approved signs and specifications for their use, size, material, color, and placement are presented within six categories: (1) orientation signs to orient users to building resources, e.g., main lobby, floor, and area directories; (2) identification signs for major areas and service points, individual rooms, and parts of the library collection; (3) directional signs to be placed at decision points on major routes to library resources; (4) instructional signs, which convey a single message in the use of catalogs, major tools, and services; (5) regulatory signs, e.g., notices of no smoking areas, emergency procedures, and copyright regulations; and (6) current awareness signs informing users of special events, library hours, exhibits, building changes, and new services or publications. Sample sign and nameplate request forms are also provided. (ESR)

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UCR Library

Sign System Manual

January 1984

University Library

University of California, Riverside

IR050698

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Introduction

This Sign System Manual is the product of a team effort which began December 21, 1981, when the University Librarian appointed a Task Force on Library Signs. The members of the Task Force were Sheryl Davis, Laine Farley, Bruce Leach, Carol Resco, John Tanno, Chair, and Doris Weingart. Josh Schiffer greatly aided the work of the Task Force by taking slides of the signs found in the four libraries comprising the University Library: the General Library, Bio-Agricultural Library, Physical Sciences Library, and Music Library. The Task Force made an assessment of the signing in the libraries on the basis of these slides and personal observation gained through several tours of the libraries. It was discovered that while many of the signs were well designed and mounted, there were too many signs, some of which were obsolete, inaccurate, or misleading. Furthermore, there was not a consistent style for the signs, and the style varied from handwritten to professionally produced signs.

Based on this analysis the Task Force developed a sign system, an inventory of signs which were needed, signs which should be removed, and a plan for implementing the sign system. This Sign System Manual is a synthesis of the Task Force's efforts to provide a methodical way of signing the UCR libraries. Donna Gauronski prepared the drawings and page layout for the Manual.

Sign Policy

The UCR Sign System Manual was developed to establish a consistent style of signing for the University's libraries and to facilitate the order and preparation of new signs as they are needed. It is the policy of the Library to have signs in the libraries conform to this sign system. Proposals for signs which are not included in, or do not conform to the sign system should be sent to the Sign Coordinator along with a detailed justification for the proposed sign. Final approval for exceptions to the Sign Systems will be granted by the University Librarian.

Signs should be mounted in accordance with the Manual. The posting of signs haphazardly on windows, doors, etc., is prohibited. Handwritten signs or signs produced quickly by other means are also prohibited even if they are temporary signs. If an urgent need for a sign develops, call the Sign Coordinator in the Library Administration office who will consult with appropriate staff in developing a solution for the signing need.

Current awareness or current information signs should be posted on the tack surfaces of the directory panels described in the manual. Current awareness signs will be dated as to when they should be removed. The Sign Coordinator will be responsible for removing these signs on the date indicated.

Signs, posters, and advertisements from non-library sources may be posted only on public bulletin boards designated for this purpose, and must conform to campus policy. They may not be posted on library directory panels, on walls, or in stairwells.

Often a sign is proposed to solve a problem, which might be better solved in another way. For example, some library procedures may be unnecessarily complex, and rather than put up several signs to inform patrons what to do, it might be easier to simplify the procedures. On the other hand, it might be better to develop a brochure to explain complex procedures. The tendency to put up signs hastily to solve a particular problem should be resisted until it is certain the sign will resolve the problem.

It is difficult to maintain an attractive, up-to-date sign system in force throughout four libraries. Staff are encouraged to report to the Sign Coordinator signs which are out-of-date, mutilated, or require replacement or removal. Whenever a new sign is required, the procedures described below should be followed.

Overview of Sign System

As a general principle, the messages on signs should be brief and simple. Information requiring more than a few lines, or more than a dozen words may be expressed better with an informational brochure or instructional signs which include handouts. Signs should convey the maximum of information in the minimum number of words.

Most of the signs described in the Manual may be produced in-house, utilizing the Embosograf Machine. The Embosograf signs will usually be laminated. Directory panels and perhaps other special signs will be produced by the University's Physical Plant staff according to the specifications of this manual. Major identification signs will be produced by a local sign company.

The signs will be generally rectangular in shape. The size, color, and layout of the various types of signs are described below. The typeface will be Helvetica Medium for most signs, upper and lower case letters will be used, and the size of type will be 5/8", 1", or 1 1/2" for Embosograf signs, and up to 3" for major identification signs. Special typefaces for some signs are specified. The placement of signs is described under each type of sign. They will usually be mounted to a wall, desk, or shelf, or suspended from the ceiling.

Procedures

When there is a need for new or revised signs:

1. Individual staff members should advise their department heads of any need for signs.

2. Department Heads are responsible for signs posted in their areas. They should determine what sign type is needed, decide how the sign should read, and send a request form (sample follows) to the Sign Coordinator. In urgent cases (those in which a sign is needed within one week) the Department Head should call the Sign Coordinator with the request.

3. The Sign Coordinator has overall responsibility for signs and will receive all requests from Department Heads, discuss any necessary changes with them, order signs from the fabricator or arrange for production of temporary signs, check signs on delivery for conformity to specifications, and supervise the installation and maintenance of signs.

All signs posted in the libraries, whether permanent or temporary, should follow the design standards outlined in this manual. Color, size, shape, materials, and typeface are predetermined according to the type of sign requested. This manual should be used to determine what type of sign is needed.

The Manual describes six basic types of signs:

1. Orientation: to orient users to the resources available in the building (e.g., main lobby directories, floor directories, area directories).

2. Identification: to identify resources so that they are immediately recognizable (e.g., major areas and service points, individual rooms, parts of the library collection).

3. Directional: to direct users to the resources as efficiently as possible (placed at decision points on major routes).

4. Instructional: to instruct users or to convey a single message in the use of catalogs, major tools, services, etc.

5. Regulatory: to regulate behavior (e.g., no smoking, emergency procedures, copyright notices).

6. Current Awareness: to inform users of special events, library hours, exhibits, changes in the building, new services or publications etc.

Sign Removal

The removal of signs presents some difficult problems. Ideally, all obsolete or unnecessary signs should be removed as quickly as possible. However, in practice, the removal of the old signs may reveal a blemished surface underneath, or the very act of removal may cause damage to the surface on which the sign was mounted. When these problems are encountered, they should be reported to the Library Administration Office, and working through Maintenance, a solution will be sought. In some cases, where repairs would be expensive, such as refinishing wood surfaces, alternative solutions may have to be found.

SIGN REQUEST FORM

(Please type. Send completed form to: Sign Coordinator, Library Administration Office)

Department_____ Approval of Dept. Head_____

Requestor_____ Ext._____ Date_____

(Nameplate Requests see Verso)

Please refer to the UCR SIGN SYSTEM MANUAL when filling out the following: Call the Sign Coordinator (ext. 3221) for clarification.

Type of sign needed (circle appropriate category):

Orientation: (a, b, c, d (pp 8-11))

Identification: a, b, c (pp 13-15)

Directional: if an arrow is needed, draw sample and show direction arrow should point. (p.12)

Instructional: a, b, c, d, e, f (pp 16-21)

Regulatory: a, b, c, d, e, f (pp 22-27)

Current Awareness (p. 28)

Location of sign: describe briefly where the sign will be located (e.g., 2nd floor, hallway by PQ 2000's) and circle one of the following:

Hanging sign

Mount on wall

Mount on stack

Other (specify)

Unknown

Holder needed

Text of sign:

_____

_____

_____

Approved by:

_____
(Sign Coordinator)

Instructions to Sign Maker (for use by Sign Coordinator only)

Laminate_____ Size of sign_____ Size of letters_____

Estimate requested_____Expenditure approved by Line Officer_____

Notes:

12/2/83

NAMEPLATE REQUEST FORM

(Please type. Send completed form to: Sign Coordinator, Library Administration Office)

Department_____ Approval of Dept. Head_____

Requestor _____ ext._____ Date_____

Nameplates will be produced in the style described below. Requests for exceptions may be made to the Sign Coordinator.

Embosograf sign

Board: Woodgrain; 10" x 1¼"

Letters: 5/8" gold

Nameplate holder needed ? _____

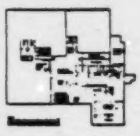
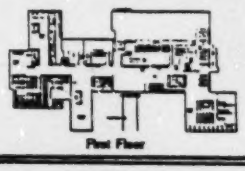
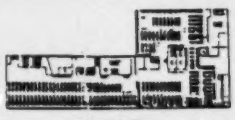
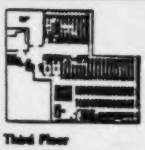
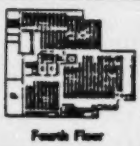
Name EXACTLY as it is to appear on nameplate:_____

Approved by:

_____
(Sign Coordinator)

Instructions to Sign Maker (for use by Sign Coordinator only):

1. Orientation: a. General Library Directory

<table>
<tr><td colspan="2">◀ NORTH
Collection Development
Reserve Book Room</td><td colspan="2">Library Directory</td><td>SOUTH ▶
Reference
Administration
Interlibrary Loan</td></tr>
<tr><td colspan="2">B
  </td><td colspan="2">1
  </td><td>2
  </td></tr>
<tr><td colspan="2">3
  </td><td colspan="2">4
  </td><td>Current Awareness</td></tr>
<tr><td>Building Directory</td><td>Stack Directory</td><td>Library Hours</td><td>Service Desk Hours</td><td>Current Awareness</td></tr>
</table>

Scale: 1" = 1'

USE: Place in Main Lobby of General Library.

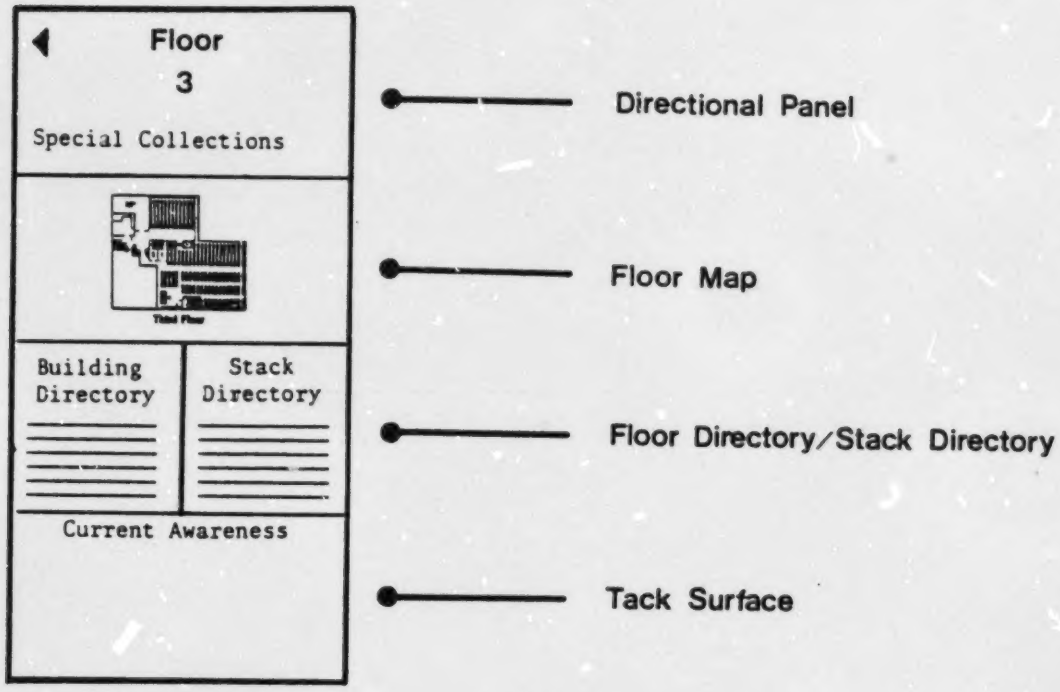
SIZE: 4'x 6'

MATERIAL: Walnut stained frame, and back, front covered with Plexiglas. The panels will be printed on white paper and attached to the backing with spray adhesive.

PLACEMENT: Install in lobby near Circulation counter.

NOTE: Tack surface for display of temporary signs.

1. Orientation: b. Floor Directories



Scale: 1" = 1'

USE: Placed near elevators and stairwells to provide orientation to a specific floor.

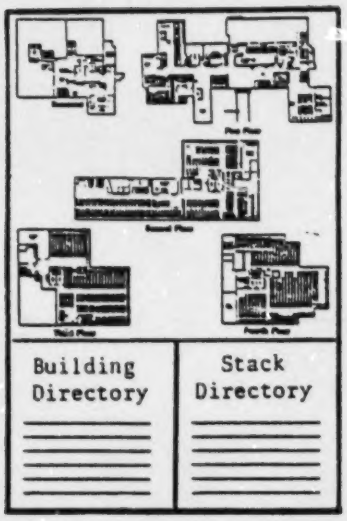
SIZE: 2' x 4'

MATERIAL: Plywood backing framed with alumin channel, and covered with Plexiglas. Maps and directories printed on white paper and mounted with spray adhesive.

PLACEMENT: Bolts anchored in wall: 40" from floor to bottom of sign.

NOTE: Tack surface for display of temporary signs.

1. Orientation: c. Elevator Directories



Floor Maps

Floor Directory/Stack Directory

Scale: 1" = 1'

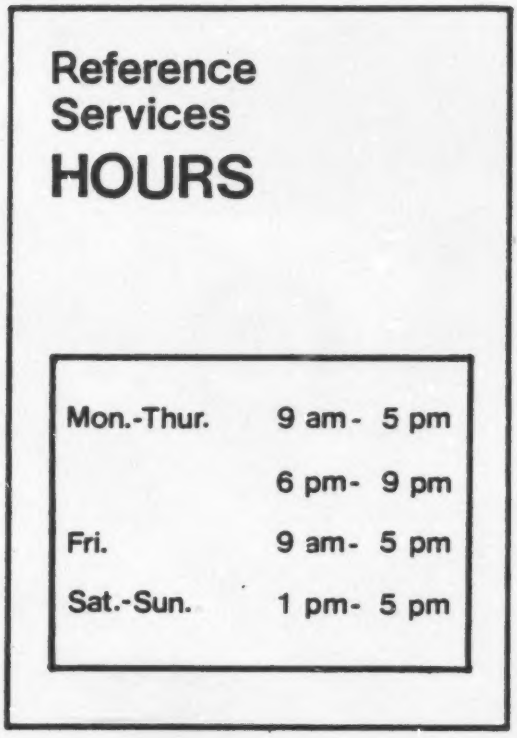
USE: Placed in each elevator in General Library.

SIZE: 3' x 2'

MATERIAL: Same as floor directories.

PLACEMENT: Bolts anchored in elevator wall (left wall as one enters), 40" from floor.

1. Orientation: d. Department Service Hours



Scale: One-fifth size

USE: Place near service desks.

SIZE: Board, 14" x 21"

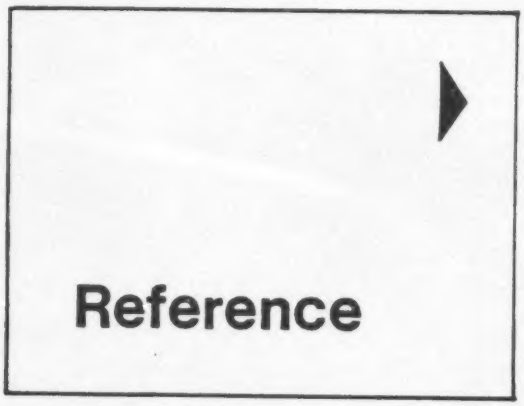
LETTERS: Department Name: 1"
"Hours:" 1-1/2"
The rest: 5/8"

MATERIAL: Embosograf, laminated

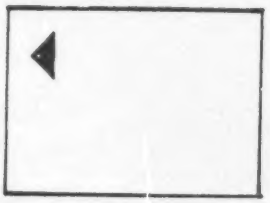
COLOR: Chocolate letters on buff board

PLACEMENT: Will vary according to need.

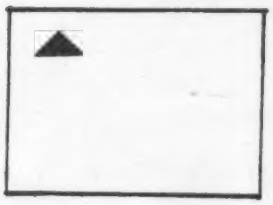
2. Directional



Scale: One-quarter size



Scale: One-eigth size



Scale: One-eigth size

USE: Placed at decision points along routes to major library resources.

SIZE: 9" x 12" with 1" or 1 1/2" letters (depending on the number of letters).

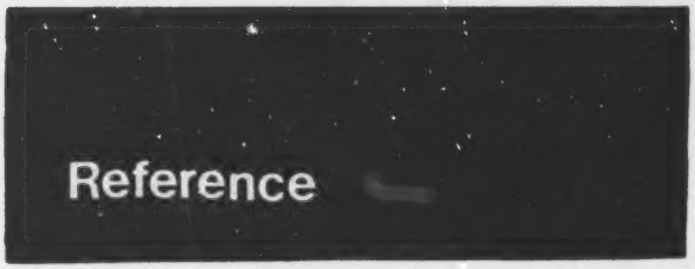
MATERIAL: Embosograf, laminated.

COLOR: Chocolate letters on buff board.

PLACEMENT: Hung from ceiling, 80" from floor, or attached to wall, 60" from floor.

NOTE: Lettering is left justified for directional signs pointing to the right, right justified, for signs pointing to the left; arrows as shown above.

3. Identification: a. Major Areas and Service Points



Scale: One-quarter size

USE: Identify major areas and service points.

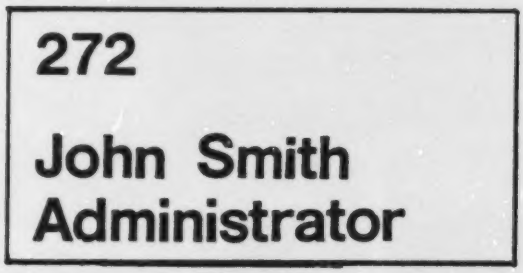
SIZE: 6" or 9" high, length varies according to number and size of letters, which may be from 1" to 3".

MATERIAL: Plexiglas.

COLOR: White letters on brown Plexiglas.

PLACEMENT: Hung from ceiling 80" from floor or wall mounted 60" from floor.

3. Identification: b. Room, Area, or Function



Scale: One-quarter size

USE: To identify specific room, areas, or functions.

SIZE: 6" to 9" high, length varies with 1" or 1 1/2" letters.

MATERIAL: Embosograf, laminated.

COLOR: Chocolate letters on buff board.

PLACEMENT: On walls, 60" from floor, 2" from door frame, on same side as doorknob if possible.

3. Identification: c. Shelf Labels

Press - Enterprise

Scale: One-half size

USE: Identify material lacking call numbers or placed horizontally on shelves.

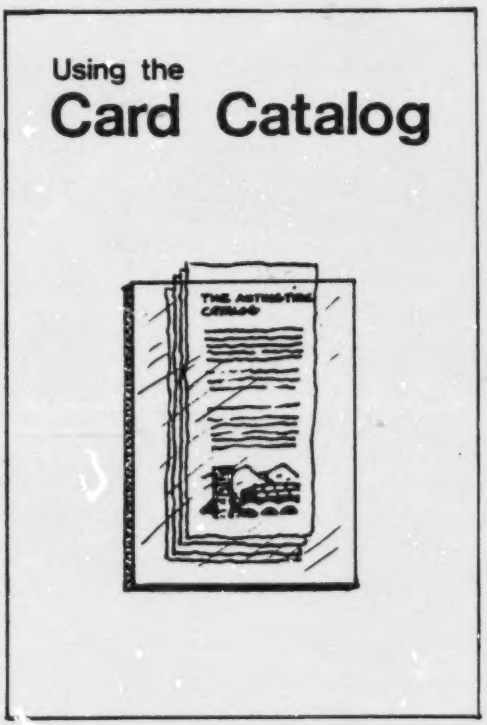
SIZE: 1" high, with 5/8" letters length varies according to the number of letters.

MATERIAL: Embosograf.

COLOR: Chocolate letters on tan board.

PLACEMENT: Inserted into shelf label holders and mounted on facing edge of shelf.

4. Instructional: a. Instruction Points with Handouts



Scale: One-fifth size

USE: To hold and call attention to handouts explaining library services and procedures, such as the Card Catalog, Interlibrary Loan, Map Room Checkout, Government Publications, etc.

SIZE: 14" x 21" with 5/8" and 1-1/2" letters.

MATERIAL: Embosograf, laminated.

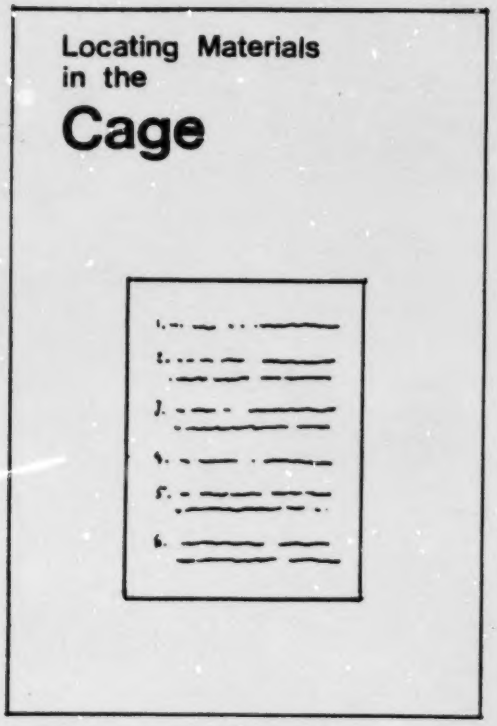
COLOR: Chocolate letters on buff board.

PLACEMENT: Will vary according to need.

HANDOUT HOLDER: 8 3/4" x 9" x 4" clear plastic wall mounted holder.

NOTE: Handout style is to be consistent with sign style.

4. Instructional: b. Instruction Points without Handouts



Scale: One-fifth size

USE: To call attention to Library Services or procedures where a handout is not necessary.

SIZE: 14" x 21" with 5/8" and 1-1/2" letters.

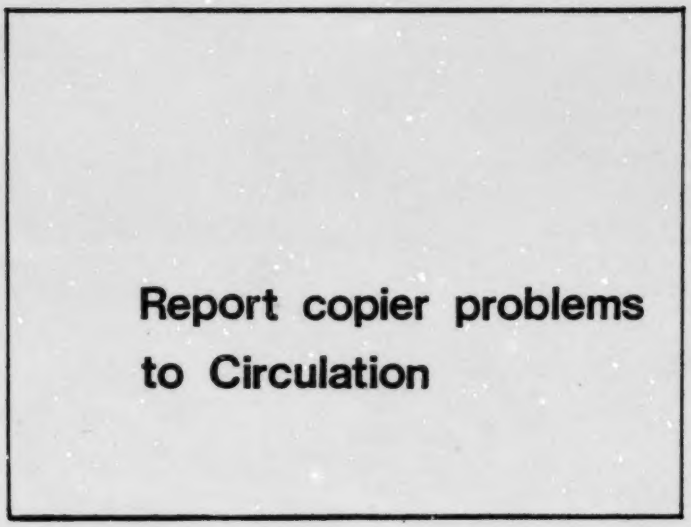
TYPEFACE: Text: Orator 10 pitch.

MATERIAL: Embosograf, laminated.

COLOR: Chocolate letters on buff board.

PLACEMENT: Will vary according to need.

4. Instructional: c. Single Message Signs



Scale: One-third size

USE: Small pieces of information. Messages should be as short as possible (7 words or less is ideal).

SIZE: 6" x 9" with 5/8" letters.

MATERIAL: Embosograf, laminated.

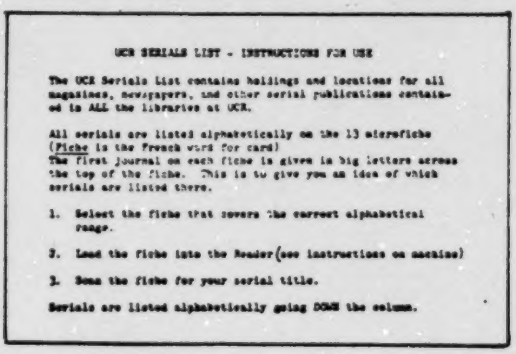
COLOR: Chocolate letters on buff board.

PLACEMENT: Will vary according to need.

UCR Sign System Manual

4. Instructional: d. UCR Serials List Instructions

Instructions for Use - Sides 1 and 2



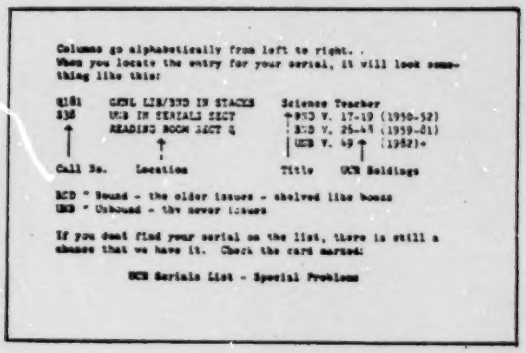
UCR SERIALS LIST - INSTRUCTIONS FOR USE

The UCR Serials List contains holdings and locations for all magazines, newspapers, and other serial publications contained in ALL the libraries at UCR.

All serials are listed alphabetically on the 13 microfiche (Fiche is the French word for card)
The first journal on each fiche is given in big letters across the top of the fiche. This is to give you an idea of which serials are listed there.

1. Select the fiche that covers the correct alphabetical range.
2. Load the fiche into the Reader (see instructions on machine)
3. Scan the fiche for your serial title.

Serials are listed alphabetically going DOWN the column.



Columns go alphabetically from left to right. .
When you locate the entry for your serial, it will look something like this:

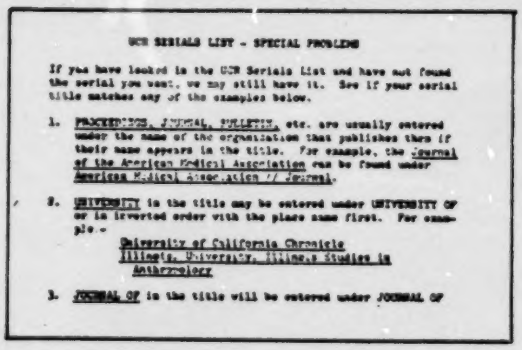
Q181	GEOL LIB/3RD IN STACKS	Science Teacher
A38	UCB IN SERIALS SECT	→V.13 V. 17-19 (1950-52)
↑	READING ROOM SECT &	: V.20 V. 25-49 (1959-61)
|	↑	| UCB V. 49 ↑ (1982)+
Call No.	Location	Title UCR Holdings

RCD = Bound - the older issues - shelved like books
UNB = Unbound - the newer issues

If you dont find your serial on the list, there is still a chance that we have it. Check the card marked:

UCR Serials List - Special Problems

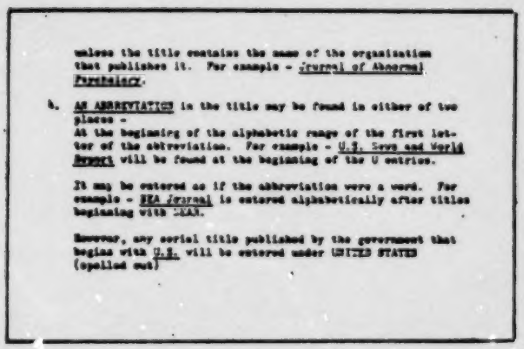
Special Problems - Sides I and 2



UCR SERIALS LIST - SPECIAL PROBLEMS

If you have looked in the UCR Serials List and have not found the serial you want, we may still have it. See if your serial title matches any of the examples below.

1. PROCEEDINGS, JOURNAL, BULLETIN, etc. are usually entered under the name of the organization that publishes them if their name appears in the title. For example, the Journal of the American Medical Association can be found under American Medical Association // Journal.
2. UNIVERSITY in the title may be entered under UNIVERSITY OF or in inverted order with the place name first. For example -
   University of California Chronicle
   Illinois, University, Illinois Studies in Anthropology
3. JOURNAL OF in the title will be entered under JOURNAL OF



unless the title contains the name of the organization that publishes it. For example - Journal of Abnormal Psychology.

4. AN ABBREVIATION in the title may be found in either of two places -
   At the beginning of the alphabetic range of the first letter of the abbreviation. For example - U.S. News and World Report will be found at the beginning of the U entries.

   It may be entered as if the abbreviation were a word. For example - BBA Journal is entered alphabetically after titles beginning with BBAS.

   However, any serial title published by the government that begins with U.S. will be entered under UNITED STATES (spelled out)

Scale (all 4 above): One-half size

USE: To explain use of the UCR Serials List. Designed to accompany fiche. format may also be used with other microfiche sets (UCR Map Index, etc).

SIZE: 4" x 6"

TYPEFACE: Prestige Elite 12 pitch.

MATERIAL: Card stock, laminated.

COLOR: Black letters on yellow card stock.

PLACEMENT: Placed in the front pocket of the microfiche holder.

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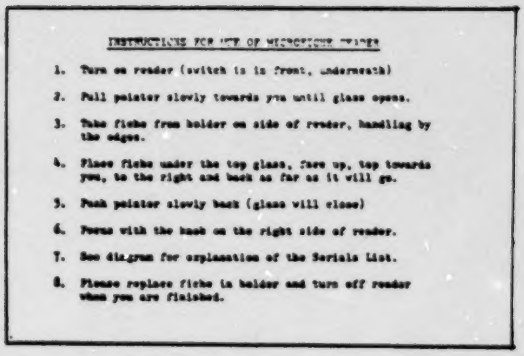
UCR Sign System Manual

4. Instructional: e. Microform Reader Instructions



INSTRUCTIONS FOR USE OF MICROFICHE READER

1. Turn on reader (switch is in front, underneath)
2. Pull pointer slowly towards you until glass opens.
3. Take fiche from holder on side of reader, handling by the edges.
4. Place fiche under the top glass, face up, top towards you, to the right and back as far as it will go.
5. Push pointer slowly back (glass will close)
6. Focus with the knob on the right side of reader.
7. See diagram for explanation of the Serials List.
8. Please replace fiche in holder and turn off reader when you are finished.

Scale: One-half size

USE: To explain and illustrate use of various microform readers.

SIZE: 4"x 6"

MATERIAL: Card Stock.

COLOR: Black letters on yellow card stock.

TYPEFACE: Prestige Elite 12 pitch.

PLACEMENT: Place in close proximity to the microfiche holder.

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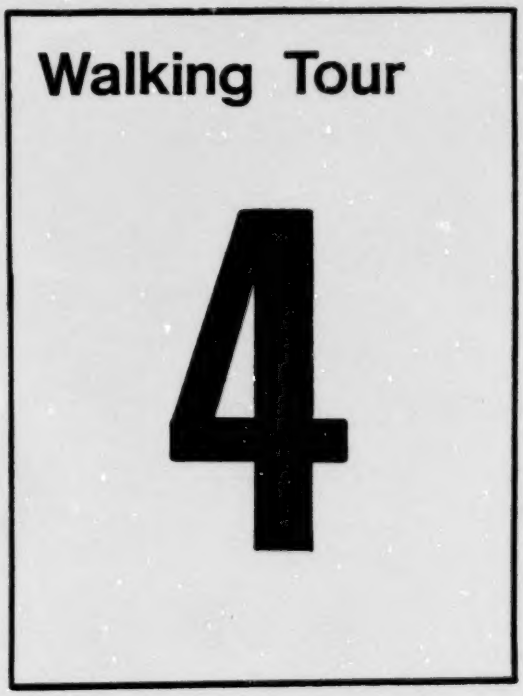
4. Instructional: f. Walking Tour/Workbook Station Signs



Scale: One-third size

USE: For use in the Self-Paced Library Instruction workbooks and the General Library walking tour.

SIZE: 9"x12" - 6" number

MATERIAL: Embosograf, Laminated.

COLOR: Chocolate letters on buff board.

TYPEFACE: Upper and lower case 5/8" Embosograf Helvetica

PLACEMENT: On wall or pillar close to the site listed in the walking tour guide or workbook, 60" from the floor.

5. Regulatory: a. No Smoking Signs

Scale: One-third size

USE: Placed in public areas where smoking is prohibited and where violations are a problem.

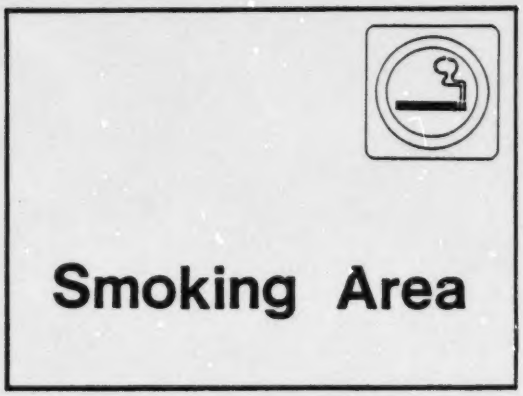
SIZE: 9" x 9" with symbol.

MATERIAL: Card stock and laminated.

COLOR: Black symbol on white board.

PLACEMENT: Mount on flat surface 60" from floor, or hang 80" from floor.

5. Regulatory: b. Smoking Area Signs



Scale: One-quarter size

USE: Placed in public areas where smoking is allowed.

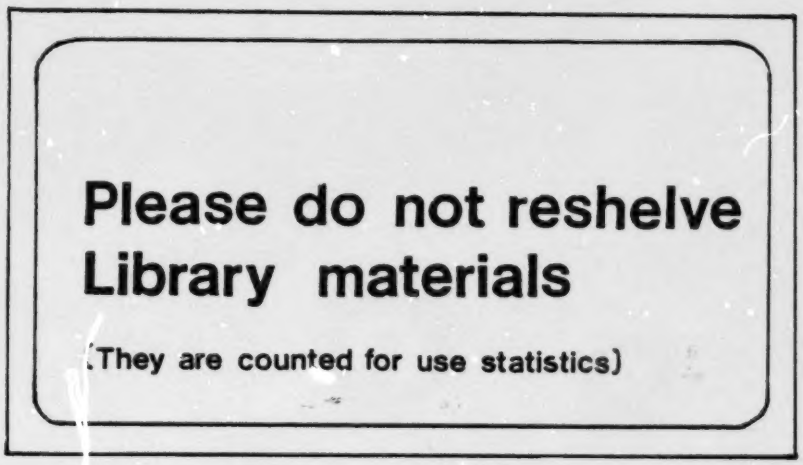
SIZE: 8-1/2" x 8-1/2" with 1" letters.

MATERIAL: Embosograf, laminated.

COLOR: Chocolate letters on buff board.

PLACEMENT: Hung from ceiling 80" from floor or placed 60" from floor on wall.

5. Regulatory: c. Signs in Stack Areas



Scale: Two-thirds size

USE: Placed in public areas, especially in book stacks, to communicate regulatory messages such as "Do not reshelve books."

SIZE: 9" x 12" with 1/2" letters printed two up (Type A).
9" x 12" with 1" letters (Type B).

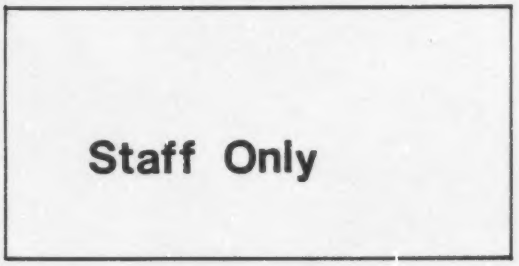
MATERIAL: Printed on cover stock, laminated.

COLOR: Chocolate letters on buff stock.

TYPEFACE: Souvenir

PLACEMENT: Type A -- on shelves (folded into tent).
Type B -- on end panels of stacks, 60" from floor.
As needed, but no more than every 4th range.

5. Regulatory: d. Miscellaneous



Scale: One-third size

USE: Placed in public areas to communicate regulatory messages such as "Staff Only."

SIZE: 6" x 9" with 5/8" or 1" letters, depending on the number of letters.

MATERIAL: Embosograf, laminated.

COLOR: Chocolate letters on buff board.

PLACEMENT: 60" from floor on doors or walls.

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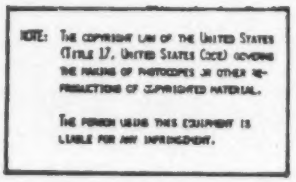
5. Regulatory: e. Copyright Notice


NOTE: THE COPYRIGHT LAW OF THE UNITED STATES (TITLE 17, UNITED STATES CODE) GOVERNS THE MAKING OF PHOTOCOPIES OR OTHER REPRODUCTIONS OF COPYRIGHTED MATERIAL.
THE PERSON USING THIS EQUIPMENT IS LIABLE FOR ANY INFRINGEMENT.

Type A

Scale: One-third size

NOTICE: WARNING CONCERNING COPYRIGHT RESTRICTIONS
THE COPYRIGHT LAW OF THE UNITED STATES (TITLE 17, UNITED STATES CODE) GOVERNS THE MAKING OF PHOTOCOPIES OR OTHER REPRODUCTIONS OF COPYRIGHTED MATERIAL.
UNDER CERTAIN CONDITIONS SPECIFIED IN THE LAW, LIBRARIES AND ARCHIVES ARE AUTHORIZED TO FURNISH A PHOTOCOPY OF OTHER REPRODUCTION. ONE OF THESE SPECIFIED CONDITIONS IS THAT THE PHOTOCOPY OR REPRODUCTION IS NOT TO BE "USED FOR ANY PURPOSE OTHER THAN PRIVATE STUDY, SCHOLARSHIP, OR RESEARCH". IF A USER MAKES A REQUEST FOR, OR LATER USES, A PHOTOCOPY OR REPRODUCTION FOR PURPOSES IN EXCESS OF "FAIR USE", THAT USER MAY BE LIABLE FOR COPYRIGHT INFRINGEMENT.
THIS INSTITUTION RESERVES THE RIGHT TO REFUSE TO ACCEPT A COPYING ORDER IF, IN ITS JUDGMENT, FULFILLMENT OF THE ORDER WOULD INVOLVE VIOLATION OF COPYRIGHT LAW.

Type B

Scale: One-third size

USE: Type A - displayed on all photocopying machines in public area.
Type B - displayed at service points that provide photocopies.

SIZE: Type A - 4" x 6", letters typed with Orator 10 pitch.
Type B - 4" x 6" x 11", letters typed with Orator 10 pitch.

MATERIAL: Type A - Typed on card stock, laminated to surface.
Type B - Typed on card stock.

COLOR: Type A - Black letters on white paper.
Type B - Black letters on white paper.

PLACEMENT: Type A - Next to (or on, if possible) glass of copier.
Type B - Counter holder, wall mounted 60" from floor, or incorporated with instruction sign (size can be reduced).

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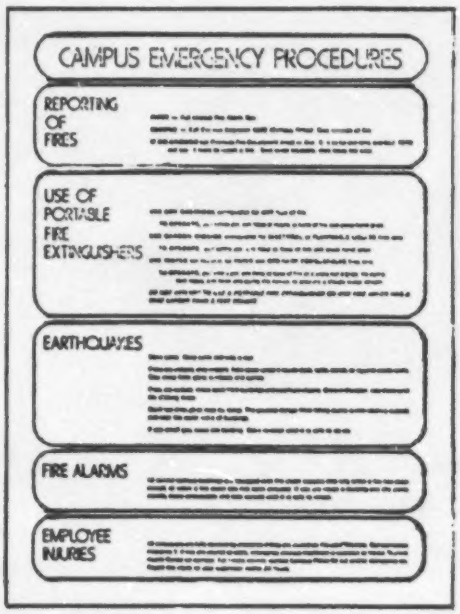
5. Regulatory: f. Emergency Signs



Type A

Scale: One-third size

Type B

Scale: One-third size

USE: Type A - Emergency procedures posted near elevator, stairwells, fire alarms, and fire extinguishers.
Type B - Emergency Exit posted on exit doors that do not already have an emergency exit notice as part of the door.

SIZE: Type A - 8 1/2" x 10 "
Type B - 9" x 12" with 1" letters.

MATERIAL: Type A - Poster from Health and Safety Office, laminated.
Type B - Embosograf, laminated.

COLOR: White letters on red board.

PLACEMENT: Type A - on walls 60" from floor; Type B - on doors, 60" from floor.

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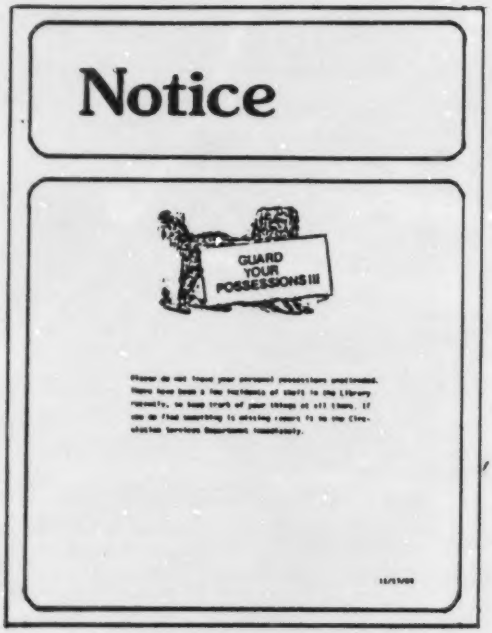
6. Current Awareness



Scale: One-third size

USE: Posted on directory panels, on bulletin boards, or elsewhere as needed to inform users of special conditions, events, etc., such as Holiday Hours, Changes, Extended Hours, Exhibits, Special Events, Tours.

SIZE: 8 1/2" x 11"

TYPEFACE: (Headline) black Souvenir, upper and lower case, 72 point (3/4"). (Text) Orator 10 pitch or Letter Gothic typewriter element.

COLOR: Varies.

MATERIAL: 20 lb. paper.

PLACEMENT: On tack surfaces of directory panels and other locations as necessary.

NOTE: Signs will be dated in lower right corner with date after which they should be removed.

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